




Profile Performance

August 2021

Understand growth and health of your social profiles

Included in this Report

 @visit_sidmouth

 visitsidmouth

 Visit Sidmouth

Performance Summary

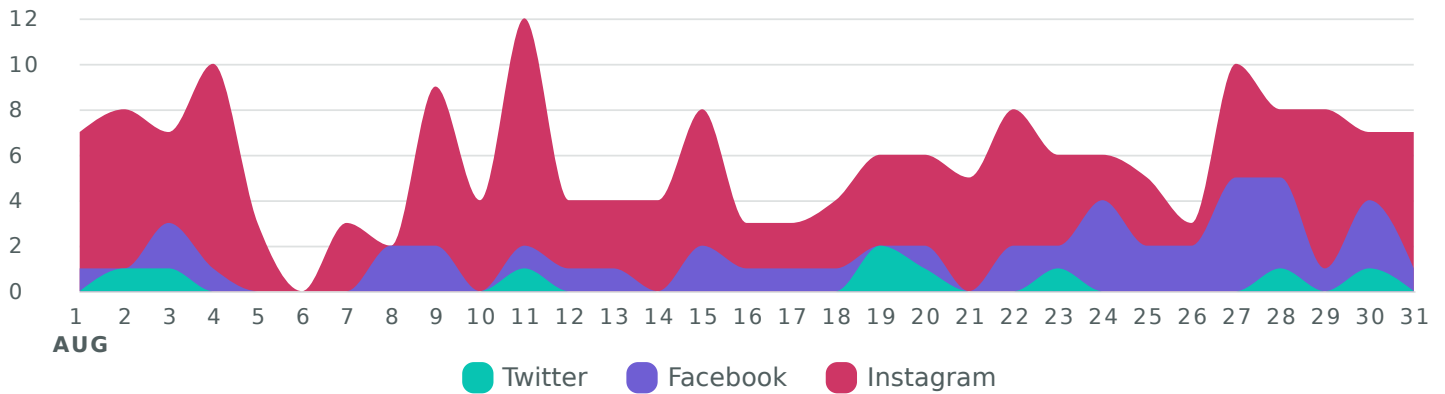
View your key profile performance metrics from the reporting period.

Impressions ⓘ 119,584 ↗27.1%	Engagements ⓘ 11,215 ↗39.7%	Post Link Clicks ⓘ 941 ↗0.3%
--	---------------------------------------	--

Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day

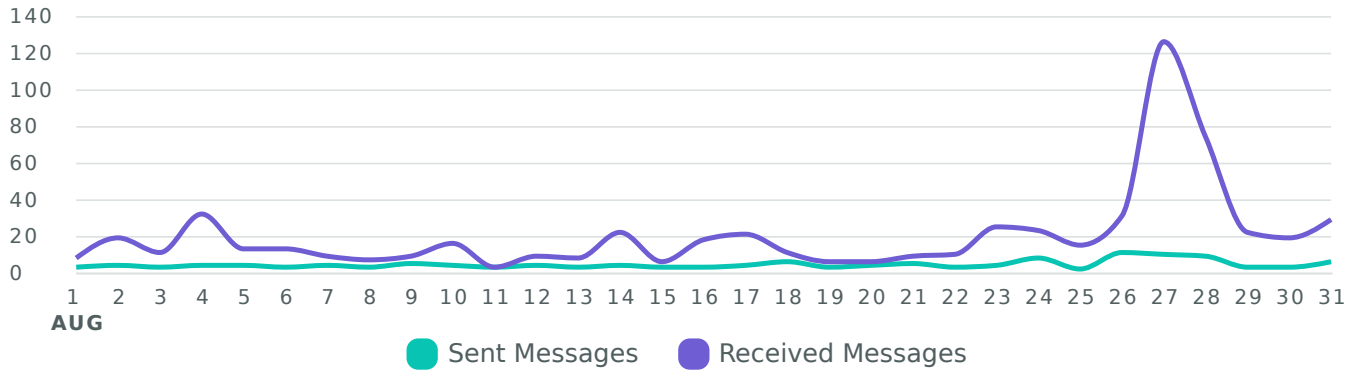


Audience Metrics	Totals	% Change
Total Audience ⓘ	7,875	↗2.2%
Total Net Audience Growth ⓘ	141	↗13.7%
Twitter Followers Gained	9	↗28.6%
Facebook Page Likes	42	↗133.3%
Instagram Followers Gained	129	↗9.3%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Day



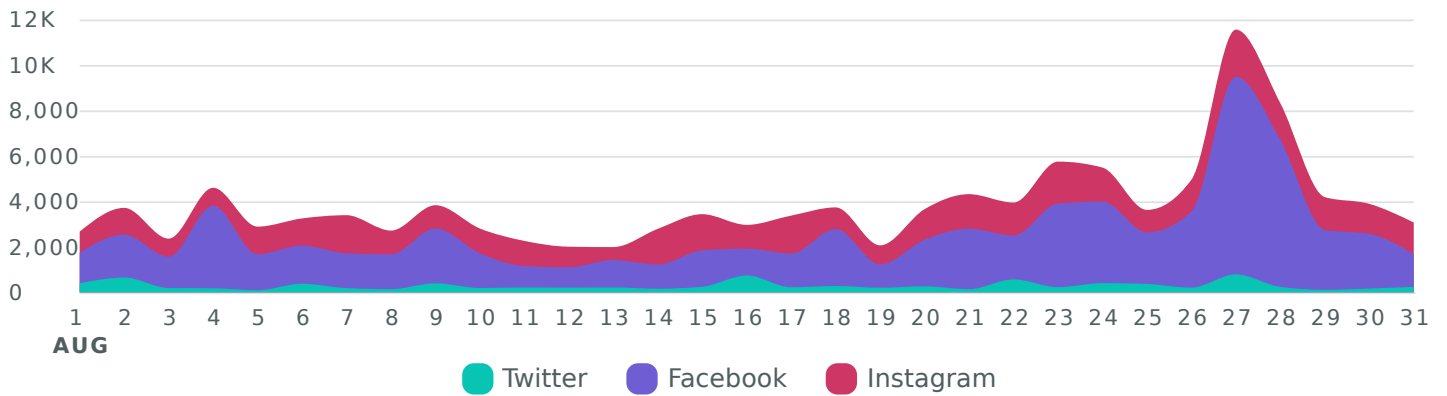
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	138	↗ 26.6%
Twitter Sent Messages	37	↗ 8.8%
Facebook Sent Messages	55	↗ 52.8%
Instagram Sent Messages	46	↗ 17.9%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	630	↗ 78.5%
Twitter Received Messages	79	↗ 38.6%
Facebook Received Messages	220	↗ 223.5%
Instagram Received Messages	331	↗ 45.2%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Day

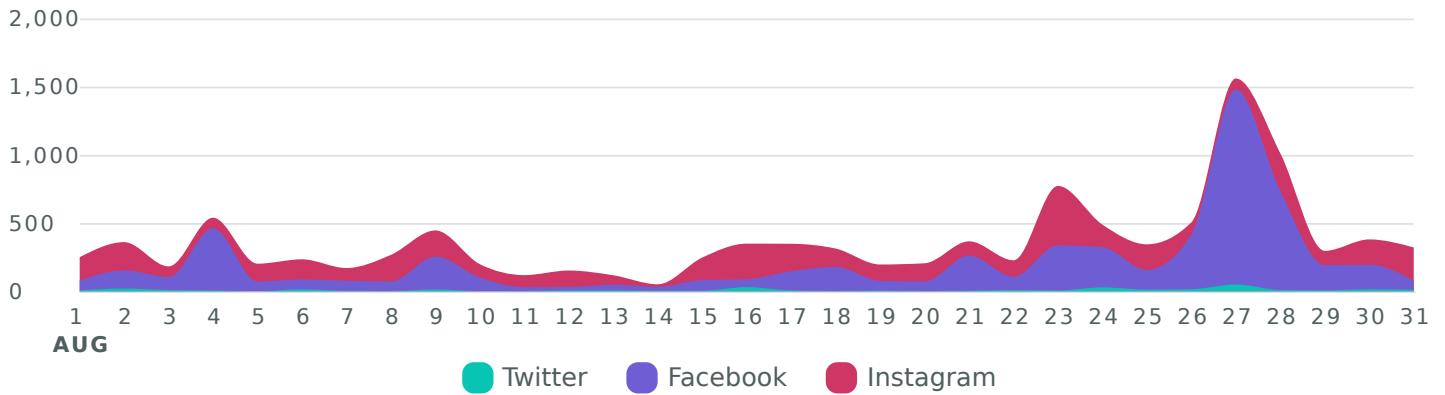


Impression Metrics	Totals	% Change
Total Impressions ⓘ	119,584	↗ 27.1%
Twitter Impressions	8,906	↘ 28.6%
Facebook Impressions	71,591	↗ 46.4%
Instagram Impressions	39,087	↗ 19.4%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day

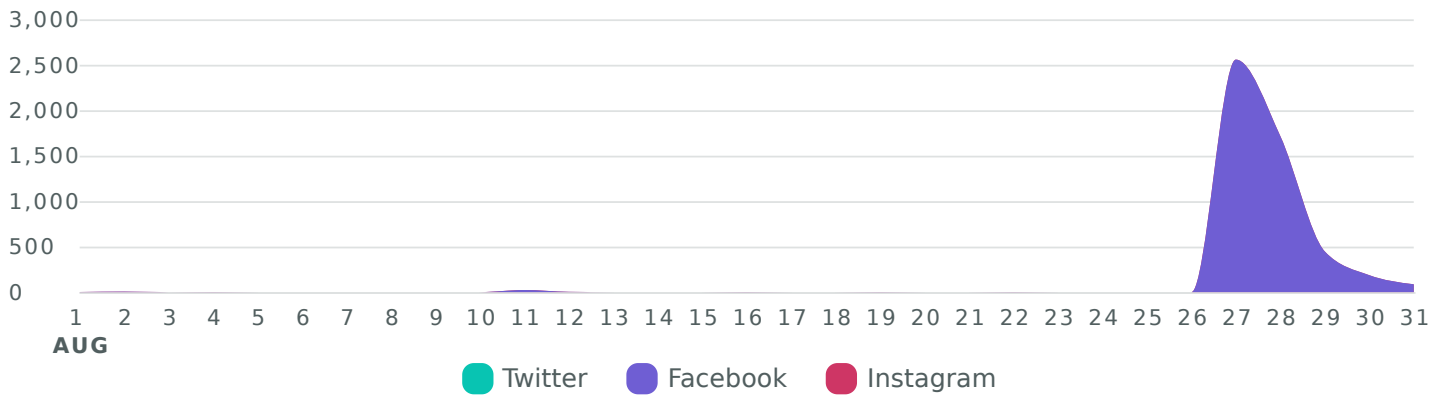


Engagement Metrics	Totals	% Change
Total Engagements ⓘ	11,215	↗ 39.7%
Twitter Engagements	305	↘ 4.7%
Facebook Engagements	6,220	↗ 52.1%
Instagram Engagements	4,690	↗ 29.6%
Engagement Rate (per Impression) ⓘ	9.4%	↗ 9.9%

Video Views

Review how your videos were viewed across networks during the reporting period.




Video Views, by Day



Video Views Metrics	Totals	% Change
Video Views ⓘ	5,027 ↗	6,030.5%
Twitter Video Views	0	→ 0%
Facebook Video Views	5,027	↗ 8,141%
Instagram Post Video Views	0	↘ 100%

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Aug 1, 2021 - Aug 31, 2021	7,875 ↗2.2%	141 ↗13.7%	128 ↗23.1%	119,584 ↗27.1%	11,215 ↗39.7%	9.4% ↗9.9%	5,027 ↗6,030.5%
Compare to Jul 1, 2021 - Jul 31, 2021	7,705	124	104	94,109	8,028	8.5%	82
 @visit_sidmouth	151	6	37	8,906	305	3.4%	0
 Visit Sidmouth	5,639	29	45	71,591	6,220	8.7%	5,027
 visitsidmouth	2,085	106	46	39,087	4,690	12%	0